

Frame the problem

<div><div>Step 1 - Capture findings</div><div>Take a few minutes and collect your thoughts. Reflect on what you know about your target market.</div></div> <div><div>Goals and Wishes:</div><div>What are our prospects/customers/users/businesses trying to achieve?</div><div><div>*use verbs, think about both physical and emotional needs</div></div></div> <div><div>Insights:</div><div>New learnings about our prospects/customers/users/businesses. What’s something you understand about the user or/and the business experience?</div><div><div>*make inferences from what you’ve heard</div></div></div>	<div><div>Step 2 - Articulate the problem</div><div>Select the most compelling need and most interesting insight to articulate a point-of-view.</div></div> <div><div><div></div><div>adjective to describe the person</div></div><div><div></div><div>person’s name</div></div></div> <div><div>needs a way to</div><div><div></div><div>user’s need</div></div></div> <div><div>because / but / surprisingly . . .</div><div><div>*circle one</div></div></div> <div><div></div><div><div></div><div>insight</div></div></div>
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Now that you’ve articulated the problem, create an alternative future

FORECAST TITLE: _____

☐ **GROWTH** [The persistence of the general characteristics of American society - growth oriented, opportunity filled, technologically progressive, upwardly-mobile, internationally-dominant, science-guided, rich, leisure-filled, abundant, and liberal society.]

☐ **COLLAPSE** [Driven by resource shortages, food shortages, climate change, environmental disasters, widespread natural or human-made diseases, etc. Political or administrative ineptness that lead to a slide of our present high civilization into conditions not unlike the early Dark ages of Europe - or worse.]

☐ **DISCIPLINE** [The antidote to collapse (e.g. China’s one child policy). What has to take place, often value driven or controlled. The “Good Ship Industrial Growth” cannot persist; it is already beginning to sink. We need a managed shrinkage rather than growth.]

☐ **TRANSFORMATION** [Great leap beyond. What is the next BIG thing? Transformation driven by the fragmenting and individualizing effects of impending technologies, an end to Western dominance, artificial intelligence and technology.]

<div><div>SIGNALS</div><div>A small local innovation or disruption that has the potential to grow in scale and geographic distribution. A signal points to larger implications for other locales or globally.</div></div> <div><div>DRIVERS</div><div>Large forces, such as demographic, economic, or social trends, that have a significant influence on the shape of change for the future. People often begin looking at drivers of change from STEEP categories.</div></div>	<div><div>EMERGING FUTURE USER NEEDS</div><div>Project how the signals and drivers will change the current environment, industries, roles, workflows, processes and thereby the user needs.</div></div>	<div><div>IMPACT ON LANDSCAPE</div><div>Think about industries, roles, workflows, processes. What consequences might the trends or signals at scale have on the landscape?</div></div> <div><div>IMPACT ON YOUR PRODUCT</div><div>Given the user needs, and the impact on the landscape, what could happen to your product?</div></div>	<div><div>WAYS WE COULD PREPARE TODAY</div><div>A good place to ideate for the near term.</div></div>	<div><div>FORECAST DESCRIPTION</div><div>A summary of the alternative future that might inspire a storyboard or artifact.</div></div>
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